



2014

Site Coordinator Guidebook

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Introduction



The process of applying to college can be daunting, especially for first-generation college students, low-income students and others who are underrepresented in higher education. Not having someone to help navigate the college application process can be enough to prevent these students from pursuing a postsecondary education. By offering **Missouri College Application Week** activities, your school can ensure that every senior has the opportunity to receive hands-on assistance to help them take the first big step toward continuing their education beyond high school. MCAW will help students decide which colleges best meet their needs and fill out the admissions applications. MCAW can also help create a college-going culture at your high school, generating excitement and engagement among students.

The **Missouri Department of Higher Education** and the **Missouri College Advising Corps** hosted College Application Week as a pilot program at 26 high schools across the state during October 2013. Missouri joined 24 other states that participated in College Application Week events. The program is part of the American College Application Campaign.

The 2013 Missouri College Application Week pilot program was held at the following schools:

Kansas City Area

- ▶ Central High School
- ▶ East High School
- ▶ North Kansas City High School
- ▶ Northeast High School
- ▶ Paseo Academy of Fine and Performing Arts Schools
- ▶ Raytown High School
- ▶ Raytown South High School
- ▶ Ruskin Senior High School
- ▶ Southwest Early College Campus
- ▶ Van Horn High School
- ▶ Winnetonka High School

St. Louis Area

- ▶ Bayless High School
- ▶ Gateway Institute of Technology
- ▶ Hancock High School
- ▶ Jennings High School
- ▶ McCluer High School
- ▶ McCluer South-Berkeley High School
- ▶ Normandy High School
- ▶ Ritenour High School
- ▶ Riverview Gardens High School
- ▶ Soldan International Studies High School

South Central Area

- ▶ Potosi High School
- ▶ Salem High School
- ▶ St. Clair High School
- ▶ St. James High School
- ▶ Sullivan High School

History of the Program

College Application Week began in 2005 in North Carolina and was modeled after FAFSA completion programs such as the national College Goal Sunday Program (known in Missouri as FAFSA Frenzy since 2009).

Section 1

Structuring Your Missouri College Application Week Activities



SECTION CHECKLIST

- ☐ Build a school-wide MCAW planning team to encourage all teachers and staff to get involved.
- ☐ Ask teachers to dedicate an in-class assignment to admissions essay preparation and college readiness.
- ☐ Add activities to the school's calendar.
- ☐ Reserve space for activities, including computer lab space for submitting applications and other online activities.

Creating Your Planning Team

A school-wide planning team with representation from teachers and staff is critical. Teachers and administrators must all be on board with MCAW goals and activities to ensure that students are not penalized for taking time during the school day to plan and prepare for college. You should consider establishing your planning team during the spring before your MCAW is scheduled to occur. Plan to meet regularly with the planning team to touch base on progress with tasks and assignments. It is a good idea to use your planning team to select activities appropriate to your students and school environment as well as to determine the best dates and times for scheduling activities.

Developing Your Schedule of Activities

Ideas for Activities:

Kick-off Assembly or Celebration. For this activity, you may want to solicit an outside speaker, showcase and explain MCAW activities and procedures, distribute MCAW student materials, and/or offer door prize(s) for attendance. The Missouri Department of Higher Education will provide an 8'x3' indoor/outdoor vinyl banner that your high school can use for the assembly or celebration. The general idea for the kick-off event is to build excitement about MCAW and about postsecondary education. Students and classes may be used to help promote the kick-off event. For instance, an art or graphic design class may be solicited to help decorate the gym or event room or a media class might be used to create a special MCAW promotional video.

Class Assignments. Ask teachers to dedicate an in-class assignment related to obtaining a postsecondary education. Some ideas you may want to consider include:

- ▶ Have English teachers assign a project to write admissions essays. A strong admissions essay should generally address something in the student's life that is relevant to the school or academic program. For instance, if the student has been inspired by a book, class, or volunteer work or if the student has long-term goals that this school or program will help him or her achieve.
- ▶ Have government and economics teachers lead a "college match" lesson where students research and identify schools that are a good fit academically, financially and educationally.

Students may complete the **College Fit Worksheet** (in the **Resource section** of this guidebook) as part of this activity, placing a copy in their *College Portfolio* to stay organized.

- ▶ Ask mathematics or personal finance teachers if they would be willing to do a lesson on calculating financial need and student loan repayment options.
- ▶ Work with media/journalism classes to create ads for local media outlets including radio, television and newspaper. Media and journalism classes may also be a good resource for creating an MCAW social media campaign for the school's Twitter, Facebook or other social media account.

Parent/Teacher Conferences. You may want to set up a table during parent/teacher conferences, which are typically held in October. This can be a great time to promote MCAW activities and to answer questions students or parents may have about applying for college.

FAFSA PIN Application. After applying for admissions, one of the next steps in the college preparation process is submitting financial aid forms. The FAFSA is not available until after January 1 each year, but MCAW is a perfect time to help students get ready for the FAFSA by obtaining their PIN at www.pin.ed.gov. If your school is also planning to host a FAFSA Frenzy event, you may wish to distribute FAFSA Frenzy promotional materials or items to students who participate in a FAFSA PIN activity. The FAFSA Frenzy main event date is set for Sunday, Feb. 22, 2015, and the 2015 site hosting application may be found at www.dhe.mo.gov/ppc/collegegoalsundayFAO.php. The site application deadline is Friday, Aug. 22, 2014 at 5 p.m.

College Fairs. The Missouri Association of College Admissions Counselors (MOACAC) organizes about 100 college fairs each fall during

the months of September and October. If your school is hosting or attending a MOACAC college fair, you may want to schedule your MCAW activities during the same week or other time frame when the fair is scheduled. This can be a great way for MCAW participants to direct questions to specific colleges as well as build enthusiasm over college attendance.

College T-shirt/Decorating Day. Designate a special day during your MCAW event time frame for teachers and staff to wear shirts from their college alma maters to help heighten excitement about college and the vast options of postsecondary schools and programs. Encourage teachers to decorate classrooms or doors with flyers, pennants, or other swag from their alma mater and to urge students to ask about their college experiences.

Viewing of the Film *First Generation*. This documentary film, released in 2012, follows four students as they complete high school, face barriers to pursuing further education and strive to be the first ones in their families to attend college. Shot during the course of three years, the film is narrated by Golden Globe nominee Blair Underwood and features several top educational experts. The 95-minute film does have a screening fee. For more information, visit <http://www.firstgenerationfilm.com/>.

Daily College-related PA Announcements, Contests with Prizes. You may wish to organize contests such as college trivia, college bingo, a scavenger hunt, or an art, video or design contest. A **sample college bingo card** is included in the **Resource section** of this guidebook. You may want to solicit donations for prizes, such as gift cards or college t-shirts, from local postsecondary institutions and local businesses. School office staff may announce a daily riddle or provide a daily fun fact or tip related to attending college.

One-On-One Assistance to Students Completing and Submitting Admissions Applications. For this activity it is important to reserve enough computers and lab time so that each high school senior can submit at least one admission application during your MCAW activities. An average student typically requires about an hour to successfully complete and submit one college application. Even if the student is planning to enter the military or workforce it is beneficial to have them complete at least one admissions application. Having every student complete an admissions application gives them the experience for the future. Prior to participating in this activity, the student should have completed the **Student Admissions Application Worksheet**, found in the **Resource section** of this guidebook. Students should also save confirmation printouts from their submitted applications in their *College Portfolios*.

One-On-One Counseling with Students about College Fit and Calculation of Total Costs and Net Price. According to a 2009 U.S. Department of Education survey, public school students received an average of only 38 minutes of college admissions advice from their guidance counselors. Effective college guidance for low-income students involves a host of tasks, including helping students identify college matches that offer robust support structures and adequate funding. You may wish to use the **College Fit Worksheet** in the **Resource section** of this guidebook to help guide discussions and to help students document and remember their needs and concerns about attending college. This type of activity may also include helping students log into the Missouri Department of Higher Education student portal, which may be found at <https://web.dhe.mo.gov/dhe/famous/portal/splogin.faces>. Through the portal, a student can access online tools such as a Missouri college and program search and information about state aid eligibility. To access the MDHE Student Portal, a student must have a Microsoft Live ID.

One-On-One Assistance to Students Applying for ACT or SAT Exam Fee Waivers and Registering for a Test Date. The ACT website can be found at <http://www.actstudent.org/>. To be eligible for an ACT fee waiver, a student must be enrolled in the 11th or 12th grade, either a U.S. citizen or testing in the U.S., U.S. territories, or Puerto Rico and meet one or more indicators of economic need listed on the fee waiver form. Eligible students may receive a maximum of two separate fee waivers in total. A waiver is used at the time the student registers for an exam and may not be used to cover late registration fees, test date changes, test location changes, or other fees or services. Copies of test registration confirmation pages should be stored in the *College Portfolio* to help keep the student organized.

Workshops with Military Representatives to Discuss ROTC Opportunities or Veterans' Education Benefits. The branches of the U.S. military offer education payment and training benefits for service members. For more information about education programs, visit www.benefits.va.gov/gibill/education_programs.asp.

College Preparation Workshops. Schedule workshops with college student panels to address college-life questions, etc.

Individual Student Selfies or Videos to Gather Student Feedback and Quotes. This type of activity should be fun for students and may be useful to promote your next year's MCAW activities. You may want to consider using Vine, Instagram, Snapchat or other social media platforms to help reach as many students as possible and build excitement.

End of the Week or Month "I applied" Celebration. You may wish to celebrate with a school assembly, or you may want to try something a little more creative such as a college tailgate party. This is a perfect time to share the list of all schools to which students applied during your MCAW event.

The following chart may help you plan MCAW activities:

Activity	Potential Volunteers	Add to School Calendar?	Reserve Facilities?
Kick-off celebration	<ul style="list-style-type: none"> ► Outside speakers ► Promotion assistance from students or teachers and their classes 	Yes	Large room such as the gym
Class assignments	<ul style="list-style-type: none"> ► English teachers for admissions essay assignment ► Economics or government teachers for college fit project ► Personal finance or math teachers for college costs, financial need, and student loan assignment 	No	No
Parent/teacher conferences	Volunteers may be needed to staff an MCAW table	Yes	Yes
FAFSA PIN application	One-on-one technical assistance	Yes	Computer lab
College fair		Yes	
College t-shirt/decorating day		Yes	No
Viewing of the film <i>First Generation</i>	Teacher or staff to set up hardware and moderate	Yes	Yes
College-related daily PA announcements, contests and prizes	Office staff — to generate awareness of daily activity or give a morning “Fun fact” (could go with trivia contest)	No	No
Admissions application assistance	One-on-one technical assistance: <ul style="list-style-type: none"> ► Local postsecondary school academic advisors ► Staff from college access organizations ► Financial planners ► Seniors who have already completed the admissions process at one or more schools 	Yes	Computer lab
Counseling students about college fit, net price and costs, etc.	One-on-one assistance	Yes	Classroom or larger room
ACT or SAT exam waiver or test registration assistance	One-on-one assistance		Computer lab
ROTC or military education benefits workshop	Outside speakers	Yes	Classroom or larger room
College preparation workshops with student panels	<ul style="list-style-type: none"> ► Seniors who have already completed their admissions applications may provide testimonials or answer questions ► Outside speakers from local postsecondary institutions, such as someone from residential life 	Yes	Classroom or larger room
MCAW participant testimonials	Students from school media classes or staff	No	No
MCAW “I applied” celebration	Photography or journalism students	Yes	Large room such as the gym

Section 2

Promoting Your Missouri College Application Week Activities



SECTION CHECKLIST

- ☐ Order promotional items and materials from the [Missouri Department of Higher Education](#).
- ☐ Hang your MCAW indoor/outdoor vinyl banner in a visible, well-trafficked spot such as the cafeteria or gym.
- ☐ Develop a schedule of your program's activities. A [sample](#) may be found in the [Resource section](#) of this guidebook.
- ☐ Verify that all MCAW planned activities are listed on the school calendar.
- ☐ Request that MCAW be added to school announcements and social media posts. When MCAW is near, add it to your school's outdoor sign.
- ☐ Promote MCAW by using the media classes to create ads for local radio, television and newspapers.
- ☐ Schedule phone blast and/or text message reminders.

Electronic Flyers

Electronic flyers are available on the Missouri Department of Higher Education's website (visit <http://www.dhe.mo.gov/ppc/students/CollegeApplicationWeek.php>). These may be printed and hung or distributed, or you may choose to distribute flyers via email or other electronic means.

Ordering Promotional Items and Materials

Make sure you have ordered all of your promotional items and materials at least three to four weeks prior to your event. This allows time for them to arrive at least one week prior to your event. To order, visit <https://web.dhe.mo.gov/dhe/forms/publications/puborderform1.faces> and select "MCAW site coordinator" from the "Tell us who you are" drop-down list box. Items available for the fall of 2014 include:

- ▶ **MCAW 1-1/4-inch Buttons** — These can be distributed to teachers, staff and volunteers to wear to help promote events and identify volunteers.
- ▶ **MCAW "I applied" Wristbands** — It is suggested that these be distributed to each senior who submits at least one admissions application. You should order enough so that every senior can receive one. It is recommended that you distribute these at the time students finish their first application.
- ▶ **MCAW "I applied" Stickers** — It is suggested that these also be distributed to each senior who submits an admissions application. You should order enough so that every senior can receive one, and you may wish to order enough so that each senior can receive one for every admissions application, allowing any one student to receive more than one.
- ▶ **Indoor/Outdoor Vinyl Banners** — Each school site should order one of these. Repeat sites that participated in the 2013 pilot program should re-use last year's banner.

- ▶ **College Portfolios** — This piece was designed specifically for students to help them keep their college preparation and financial aid documents organized. Each senior should receive one of these before MCAW activities begin. You may wish to distribute the portfolios during your MCAW kick-off celebration, or you can distribute them to students several weeks before MCAW to help them keep any related class assignments, such as written essays, organized.

- ▶ **Planning for Financial Success Calendar** — This publication is provided by the Missouri Department of Higher Education to help students understand all of the financial matters related to pursuing a postsecondary education. Plan to order enough so that each senior can have one. You may want to distribute them at the same time you distribute *College Portfolios*. You could also choose to distribute them to students completing a class assignment related to college costs.

- ▶ **FAFSA Frenzy promotional leaflets** — Promotional leaflets 8.5-inch x 3.75-inch in size, with English on one side and Spanish on the other. MCAW is the perfect time to emphasize next steps in the college matriculation process, such as completing a Free Application for Federal Student Aid. FAFSA Frenzy provides students and their families with free professional assistance completing the FAFSA during January, February, and March.

- ▶ **FAFSA Frenzy mood cups** — These are 17-oz. stadium cups that change colors when filled with cold liquid.

- ▶ **FAFSA Frenzy mood pencils** — These are #2 pencils suitable for use during testing.

If you do not receive your items in a timely manner, contact the Missouri Department of Higher Education at 573-751-2361.

Working with Local Media

You may want to highlight your MCAW activities by contacting your local media. A [fillable PDF news release](#) and a [public service announcement template](#) are provided in the [Resource section](#) of this guidebook. For further assistance with local media, this guidebook also offers some [media talking points](#).

Section 3

Helping Students Prepare for Missouri College Application Week



SECTION CHECKLIST

- ☐ Distribute event preparation materials and promotional items to students.
 - ▶ **College Fit Worksheet** (in the **Resource section** of this guidebook)
 - ▶ **Student Admissions Application Worksheet** (in the **Resource section** of this guidebook)
 - ▶ **College Portfolios**
 - ▶ **Planning for Financial Success** brochures
 - ▶ **Student activity tracking cards** (in the **Resource section** of this guidebook)
- ☐ Encourage students to complete college research prior to MCAW activities.

School Choice and Counseling Students about College Fit

Ideally students should arrive at the computer lab during the admissions application activity with a list of colleges they are interested in attending. The **College Fit Worksheet** in the **Resource section** of this guidebook is an ideal tool for students to research and record information about the schools in which they may be interested. Postsecondary school characteristics students should consider include:

- ▶ **Location** — In state or out of state; proximity to home and travel expenses necessary to visit home. Students with questions about their state residency may want to review information on the Missouri Department of Higher Education's website at <http://www.dhe.mo.gov/policies/student-residency.php>.

- ▶ **Size** — Would the student be interested in the experience of a large university? Or would the student benefit from a smaller school where it might be easier to develop connections with teachers and school staff? Information about a school's enrollment as well as its student-to-faculty ratio should be available on its website.

- ▶ **Available majors and programs and admissions selectivity** — Is the student interested in obtaining an associate or bachelor's degree? For students who want to obtain a bachelor's degree, a community college may still be the place to begin. Consideration should be made according to transferability of credits and courses as well as cost. Students qualifying for A+ scholarships may or may not find the community college route to be the least expensive. Transferability of credits can be researched using the Missouri Department of Higher Education's transfer library (<http://dhe.mo.gov/CoreTransfer.php>).

The department offers an online college, degree and program search tool (<http://collegesearch.mo.gov/>) that can be helpful in determining the types of programs Missouri schools offer. Additional information about school type, admissions selectivity and other factors can be found at <http://www.dhe.mo.gov/ppc/exploringmyoptions.php>.

- ▶ **Services for First-generation Students or At-Risk Populations** such as summer bridge programs, tutoring services, availability of emergency funds for needy students, multi-cultural student clubs and organizations, on-campus health services, or dormitories that are open during the holidays.

► **Total Cost, Net Price and Other Data** —

Net price is the difference between the “sticker” price (full cost) to attend college, minus any grants and scholarships. By federal law, each institution is required to provide a version of the Net Price Calculator on its website. To find out what the “net price” is for a specific college or university, check out www.collegecost.ed.gov/netpricecenter.aspx. Schools will also typically provide information such as their first-to-second year retention rates, the numbers and percentages of students enrolled by various demographic categories, graduation rates, average student loan debt of its graduates, and more. The U.S. Department of Education’s College Affordability and Transparency Center provides a College Scorecard to help students and families better understand the affordability and outcomes associated with particular postsecondary schools. For more information, visit www.collegecost.ed.gov/scorecard.

Admission Fees

Most colleges require an application fee when a student submits an application to their school. Many colleges will require a credit card, pre-paid credit card, debit card or electronic check information in order to submit an application online. Students who are unable to provide payment information during MCAW, can save an application and submit it later when they can provide a payment method.

To help students come prepared for the online admissions process, the [MCAW website](#) and the [Resource section](#) of this document provide information about Missouri public two-year and four-year institutions, including their current application fees.

College Application Fee Waivers

Applying for college can be expensive for any student. Some colleges and postsecondary institutions do not charge admissions fees (see the list of Missouri schools and their fees in the [Resource section](#) of this guidebook). Application fees may prohibit some families, especially those with a financial burden or hardship, from applying to college. It is important to let students and parents know that they may be eligible for waivers of these fees.

There are three types of fee waivers typically accepted by colleges and universities, but it is important to note that not all colleges and universities will accept fee waivers. For further information about fee waivers, students should speak directly with their high school counselor to determine which colleges will accept fee waivers.

1. **National Association for College Admission Counseling (NACAC).** The NACAC Request for Admission Application Fee Waiver Form is for traditional high school students who meet NACAC’s requirements. This form should be used for the schools the student is the most interested in attending (up to four schools). Not all schools will accept the NACAC fee waiver form.
2. **ACT.** Many colleges and universities will consider waiving or deferring the admission application fee for students who have been granted an ACT Fee Waiver. To facilitate consideration of such requests, ACT has provided a request form in the [2013–14 ACT User Handbook for Educators](#) (page 39) for high school counselors to photocopy and complete for students. Individual institutions are not obligated to waive or defer their admission application fees for any specific applicants.

3. **College Board.** The College Board fee waivers cover more than just the testing fees. Students who are eligible for fee waivers can also receive up to four Requests for Waiver of College Application Fee forms free or at a reduced price. For more information about the test and available resources view the [2013–14 Advising and Admission Handbook](#).

The [Student Admissions Application Worksheet](#), found in the [Resource section](#) of this guidebook, includes spaces to record the appropriate information for fees and waivers.

United States Department of Education School Code Lists

Federal school codes may be found at <http://ifap.ed.gov/ifap/fedSchoolCodeList.jsp>. School codes are issued by the U.S. Department of Education at the time the school is approved to participate in any of the federal financial aid programs, such as the Pell Grant or student loans. The school code is useful at the time of applying for admissions and is required when the student submits the Free Application for Federal Student Aid, or FAFSA, after Jan. 1.

Communicating with Parents

To make sure your students are fully prepared to submit admissions applications during your MCAW activities, it is important to communicate with parents of seniors. In some cases, students may need to obtain a parent's credit card to take care of any required admissions fees. It is important that parents are aware of the activities you are planning and their needed support and encouragement. For some activities, it may be appropriate to invite parents to participate along with their student. Additionally, parents may be helpful to students in reviewing potential colleges and determining what schools are a good fit for individual circumstances and preferences.

Section 4

Recruiting and Managing Volunteers



SECTION CHECKLIST

- ☐ Seek volunteers from among your school's staff as well as admissions or academic advising staff from any local postsecondary institutions.
- ☐ Seek volunteers from among student leadership.
- ☐ Identify and contact other community organizations or individuals who may be appropriate to help. Use the **sample community letter** in the **Resource** section of this guidebook.
- ☐ Have volunteers you recruit complete the online volunteer registration form which will be available at <http://dhe.mo.gov/ppc/students/CollegeApplicationWeek.php>.
- ☐ Notify volunteers if school policy requires background checks.
- ☐ Communicate with your volunteers early and often. Be sure your volunteers know well in advance their assignments and event(s) schedule.
- ☐ Communicate any training opportunities to your volunteers. **The Missouri Department of Higher Education** will communicate training opportunities to site coordinators as we learn them.

Recruiting Volunteers

It is recommended that each MCAW site have one volunteer for every four to five computer stations during the designated time(s) for completing and submitting admissions applications.

Consider using seniors who have already completed college admissions applications to volunteer to help their peers who have not yet gone through the college admissions process. Seniors can also serve as mentors to freshmen, sophomores, or juniors in helping to prepare them for postsecondary education. Additionally, student ambassadors from any grade level can help distribute materials, decorate the school, and promote MCAW activities – especially by working with local media as well as liking and sharing any MCAW Facebook posts or by re-tweeting Twitter messages. Identify students from each grade that would like to bring some ideas of their own. Ask students from each grade level to share and implement ideas and post and distribute materials.

Community groups that may be helpful as volunteers include:

- ▶ PTA/PTO members
- ▶ Retired persons with teaching, counseling or postsecondary administration experience
- ▶ Boys and Girls Clubs
- ▶ Local elected officials, such as school board or city council members
- ▶ Local business leaders and Extension services
- ▶ Staff at college access organizations or with non-profit social services groups
- ▶ Parents
- ▶ School alumni

As you recruit volunteers, be sure everyone involved with MCAW activities understands that the program is NOT a recruitment opportunity for individual colleges and postsecondary institutions. Volunteers from local colleges and universities are welcome but they do need to be aware that they may be helping students to

apply to any of the thousands of postsecondary schools nationwide. Additionally, volunteers may wear a specific college's t-shirt, such as one from their alma mater, but they should refrain from promoting that school.

The Missouri Department of Higher Education will provide support services to help with your volunteer recruitment efforts, including an online registration sign-up form and soliciting volunteers through the Missouri Association of College Admissions Counselors (MOACAC), Missouri School Counselors Association (MSCA) and the Department of Elementary and Secondary Education's Guidance Digest bi-weekly electronic publication.

The volunteer application form will gather the following pieces of information, which will then be distributed to site coordinators several times leading up to MCAW activities:

- ▶ Name
- ▶ Email address
- ▶ Physical address
- ▶ Day-of telephone number
- ▶ Organization of affiliation
- ▶ Areas of expertise
- ▶ Activities the volunteer would like to be involved in
- ▶ Dates and hours the volunteer is available
- ▶ How he or she heard about MCAW

Many school districts require background checks before a person may participate in a school day event. You may need to find and distribute your school's policy to potential external volunteers. You may also need to supply a list of volunteers to the school's administration.

Communicating with Volunteers

Each school's MCAW site coordinator should contact volunteers regularly. Make sure each volunteer knows what his or her assignment is, when and where he or she should report, any specifics about parking or school procedures, what the appropriate or recommended attire is, and any contingency plans in case of inclement weather or an emergency.

Provide volunteers with information and links to help them prepare for your MCAW event. For instance, you may want to provide samples of the student preparation materials you use, such as the [College Fit Worksheet](#) or [Student Admissions Application Worksheet](#), which can be found in the [Resource section](#) of this guide. You may also want to distribute the MCAW FAQs provided in the [Resource section](#).

After your MCAW activities are over, be sure to thank your volunteers by sending them a certificate of appreciation or thank-you note. A [Volunteer Appreciation Certificate](#) template is provided in the [Resource section](#).

Volunteers are key to each site and may be assigned to one or more of the following roles:

- ▶ Checkout/exit table attendants
- ▶ Food/snack table helpers (optional)
- ▶ Application assistants
- ▶ Greeters
- ▶ Presenters, if offering a formal presentation, or moderators/facilitators
- ▶ Promotion assistants
- ▶ People to put up signage
- ▶ Runners for refreshments or additional supplies (e.g., pencils, pens, forms, etc.)
- ▶ Set up and cleanup crews

Section 5



Event Measurements and How To Track Students and Activities

SECTION CHECKLIST

- ☐ Print **student activity tracking cards** and **survey** (in the **Resource** section of this guidebook) and distribute to seniors before MCAW activities, such as during the kick-off activity.
- ☐ Develop a roster of your high school seniors and include space where each student can indicate the school(s) to which admissions applications were submitted.
- ☐ Maintain a list of postsecondary institutions to which your MCAW participants apply and the number of applications submitted during MCAW.

Missouri's 2014 MCAW Goals and Benchmarks

The 2013 pilot program saw significant success, with pilot sites seeing an average of about 40 percent of their seniors completing at least one admissions application during MCAW activities. Additionally, pilot schools experienced an average of 70 percent of their seniors participating in at least one MCAW activity.

MCAW Activity Tracking Cards

The **student activity tracking cards**, located on in the **Resource** section of this guidebook, serve as one of the main data tracking mechanisms for Missouri College Application Week. You should print and distribute these to all of your seniors

before or during your MCAW kick-off assembly. Students should complete these as they go through MCAW activities and turn them in at the end of the week or at your MCAW "I applied" celebration. Make sure students also complete the survey questions on the bottom of the page.

You may wish to establish a specific number of activities that students should plan to participate in. Students who complete the required number of activities can be entered into a special prize drawing during your "I applied" celebration.

When your MCAW activities are over, please send copies of completed **activity tracking cards** and **student surveys** and your high school senior roster including information about the schools to which students applied during MCAW to the Missouri Department of Higher Education as follows:

- ▶ Scanned electronic copies may be emailed to julie.meyer@dhe.mo.gov
- ▶ Paper copies may be mailed to:
MCAW team
Missouri Department of Higher Education
P.O. Box 1469
Jefferson City, MO 65102-1469

This information will be used to calculate your MCAW participation rates and used to help improve MCAW in future years.

Section 6

Resources and Templates



THIS SECTION CONTAINS THE FOLLOWING:

- ☐ Sample MCAW activity schedule
- ☐ Local news release template
- ☐ Local public service announcement template
- ☐ Media talking points for interviews
- ☐ Sample community letter
- ☐ College Fit Worksheet
- ☐ Student Admissions Application Worksheet
- ☐ Student activity tracking card and student survey
- ☐ List of Missouri two- and four-year schools and their admissions fees, etc.
- ☐ Sample college bingo card
- ☐ MCAW FAQs
- ☐ Volunteer Appreciation Certificate

Sample MCAW Activity Schedule

Day, date	Time	Activity	Location	Goals
Monday Oct. 20, 2014	8:45–9:45 a.m.	College Application Week kick-off assembly	Gym	<ul style="list-style-type: none"> ▶ Distribute <i>College Portfolios</i> and materials ▶ Introduce any volunteers or speakers ▶ Explain how MCAW will work
	10 a.m.–3 p.m.	Senior English classes work on admissions essay	Classrooms	<ul style="list-style-type: none"> ▶ Students should write a complete first draft and turn it in before the end of the class period ▶ Teachers should be prepared to return the following day with comments, suggestions
	10 a.m.–3 p.m.	Personal finance and economics classes work on College Fit Worksheets	Classrooms	<ul style="list-style-type: none"> ▶ Students should complete as much information within the worksheet as possible before the end of the class period ▶ Teachers should be prepared to return worksheets the following day with comments, suggestions
Tuesday Oct. 21, 2014	8:15 a.m.	Morning announcements – include college trivia/contest question	Office staff to announce over intercom system	<ul style="list-style-type: none"> ▶ Offer a question such as a statistic (e.g., what is Missouri's college completion rate?) or a fun fact about a Missouri college (e.g., which Missouri school's mascot is a mule?)
	10 a.m.–3 p.m.	Senior English classes work on admissions essay	Classrooms	<ul style="list-style-type: none"> ▶ Return essays to students with comments, suggestions; students should finalize ▶ Printed copies may be saved in students' <i>College Portfolios</i>
	10 a.m.–3 p.m.	Personal finance and economics classes work on College Fit Worksheets	Classrooms	<ul style="list-style-type: none"> ▶ Return worksheets to students with comments, suggestions; students should finalize ▶ Final copies may be saved in students' <i>College Portfolios</i>
	1 p.m.–3 p.m.	Student individual appointments to discuss College Fit Worksheet	Classroom or counseling offices	<ul style="list-style-type: none"> ▶ Answer student questions ▶ Help students narrow school choices
Wednesday Oct. 22, 2014	8:15 a.m.	Morning announcements – include college trivia/contest question	Office staff to announce over intercom system	<ul style="list-style-type: none"> ▶ Offer a question such as a statistic (e.g., how many students received Missouri student aid 2012–13?) or a fun fact about a Missouri college (e.g., name a private/independent Missouri college in St. Louis)
	11:20 a.m.–12:40 p.m.	Set up tables/stations	Cafeteria	<ul style="list-style-type: none"> ▶ Promote remaining MCAW activities ▶ Answer student questions about college application processes
	8:45 a.m.–3 p.m.	One-on-one assistance submitting college admissions applications	Computer lab	<ul style="list-style-type: none"> ▶ Have students submit at least one admissions application each
Thursday Oct. 23, 2014	8:15 a.m.–9:30 a.m.	Game day activity	Classrooms	<ul style="list-style-type: none"> ▶ Play college BINGO or make a card or worksheet whereby students must match teachers to their alma maters; have seniors submit the card to an MCAW volunteer at the end of the first period to be entered into a drawing
	8:45 a.m.–3 p.m.	One-on-one assistance submitting college admissions applications	Computer lab	<ul style="list-style-type: none"> ▶ Have students submit at least one admissions application each
Friday Oct. 24, 2014	8:45 a.m.–12:15 p.m.	One-on-one assistance submitting college admissions applications	Computer lab	<ul style="list-style-type: none"> ▶ Have students submit at least one admissions application each
	1:45–3 p.m.	MCAW closing celebration and tailgate party	School parking lot	<ul style="list-style-type: none"> ▶ Have students share the schools to which they applied ▶ Have students turn in their activity tracking cards and student survey forms; conduct door prize drawings from completed forms

Local News Release Template

FOR IMMEDIATE RELEASE: _____

Contact: _____

_____ **High School set to host Missouri College Application Week activities**

_____ High School is participating in a new state program that aims to increase the number of students submitting college applications.

College Application Week activities will be held _____ at _____ High School.

Schools participating in Missouri College Application Week provide time and resources during the school day to assist seniors with the college application process.

The program, sponsored by the Missouri Department of Higher Education, focuses on providing assistance to students who would be the first in their family to attend college, low-income students and others who may be unfamiliar with the college application process.

During last year's College Application Week pilot program, more than 2,000 students from 26 high schools submitted 3,600 applications. The program is being expanded to more than 50 high schools across Missouri this year.

Increasing access to college is an important part of Missouri's goal to raise the percentage of working-age adults with a two- or four-year degree or professional certificate. By 2018, nearly 60 percent of all jobs in Missouri will require a postsecondary degree or certificate.

For more information about College Application Week, contact _____

Local Public Service Announcement Template

RE: Missouri College Application Week.

This October, _____ High School is participating in Missouri College Application Week. Need help with the college admissions process? Do you know if you are eligible for an admissions application fee waiver? Have you taken your ACT or SAT exam yet? Attend _____ High School's MCAW activities during October _____ through _____, 2014!

For more information about the Missouri College Application Week program, go to [www - dot - dhe - dot - mo - dot - gov](http://www.dhe.mo.gov). That's [www - dot - dhe - dot - mo - dot - gov](http://www.dhe.mo.gov). Change your future with the help of Missouri College Application Week!

Media Talking Points for Interviews

Missouri College Application Week makes applying for college easier by providing students with free help to complete the college application process.

- ▶ College Application Week began in 2005 in North Carolina and was modeled after FAFSA completion programs such as the national College Goal Sunday Program (known in Missouri as **FAFSA Frenzy**). The Missouri Department of Higher Education and the Missouri College Advising Corps hosted College Application Week events at 26 high schools around the state during October 2013.
- ▶ Missouri is one of 40 states hosting College Application Week events. The program is part of the American College Application Campaign.
- ▶ The Missouri Department of Higher Education is expanding the program in 2014, and more than 50 high schools are expected to participate this year. A complete list of participating high schools may be found at www.dhe.mo.gov/ppc/students/CollegeApplicationWeek.php. The main MCAW event week is scheduled for Oct. 20–24, 2014. Some high schools have chosen alternate dates throughout the month of October.
- ▶ Local Missouri College Application Week events will be held at _____ High School on October _____ through _____.
- ▶ 2014 Missouri College Application Week events will mark the 2nd year that the state has offered this program to Missouri high school seniors.
- ▶ Increasing access to college is an important part of Missouri's goal to raise the percentage of working-age adults with a two- or four-year degree or professional certificate. By 2018, nearly 60 percent of all jobs in Missouri will require a postsecondary degree or certificate.

Sample Letter to Community

Dear _____ :

On behalf of _____ High School and the Missouri Department of Higher Education, I am sending this correspondence to inform you of local Missouri College Application Week events and to solicit community support in the following ways:

- ▶ Raffle and door prize items, especially anything college-related
- ▶ Snacks for up to _____ students expected to participate in at least one MCAW activity
- ▶ Sponsorship of specific activities, such as donations to help pay the screening fee for the film *First Generation*
- ▶ Volunteer participation

The Missouri Department of Higher Education and the Missouri College Advising Corps piloted this program at 26 high schools around the state during Oct. 2013, and 40 states will host College Application Week events this year. The program is part of the American College Application Campaign.

Missouri College Application Week makes applying for college easier by providing students with free, on-site help filling out college admissions applications and completing other college preparation tasks. Our local College Application Week events will be held October _____ through _____ at _____ High School. All high school seniors attending _____

High School are encouraged to participate in at least one of the following activities:

- ▶ _____ activity on _____ date/time
- ▶ _____ activity on _____ date/time
- ▶ _____ activity on _____ date/time

In exchange for your contributions, your business logo and name will be displayed at the Missouri College Application Week events (i.e., in the hallways and classrooms of _____ High School). Your organization or company will also have the right to place special offers (e.g., coupons, flyers, etc.) in the Welcome Packets, which will be given out to each student during our school's MCAW kick-off assembly. Additionally, your contributions will be recognized in the _____ High School newsletter or website, on the through the school's social media feeds, and with a Certificate of Appreciation for you to display in your place of business.

The success of this program depends in part on support from our community. For more information, please visit www.dhe.mo.gov.

Sincerely,

College Fit Worksheet

	School 1	School 2	School 3	School 4
School name:				
School code: <i>For use on the FAFSA</i>				
Driving distance from home:				
Missouri school or out of state?				
Annual number of students enrolled:				
Cost per credit hour:				
School scholarships and institutional aid?				
Degrees offered? (e.g., bachelor's, associate)				
Programs and majors I am interested in:				
Does the school offer any of the following services?				
Free tutoring services?				
Summer orientation or college preparation programs?				
Emergency funds?				
On-campus health services?				
Housing during holidays?				
Multi-cultural student clubs?				
Other:				
Other:				
Application, financial aid, and housing tracking information				
Date applied:				
Date accepted:				
Date housing secured:				
Date FAFSA submitted:				

Student Admissions Application Worksheet

Full Legal Name:

Social Security Number:

Citizenship Status:

(If not a citizen, record USCIS number)

State Residency Information:

Residency is determined by the Missouri public institution to which the student is applying.

Student residency requirements are covered in Missouri's code of State Regulations at

<http://www.sos.mo.gov/adrules/csr/current/6csr/6csr.asp>

Resident status factors may include:

- ▶ *Residing in the state for more than 12 months with the intent to make Missouri a permanent home*
- ▶ *Military service*
- ▶ *Automobile registration*
- Income or property taxes*
- ▶ *Etc.*

ACT Test Information

Date of Exam:

Scores:

SAT Test Information

Date of Exam:

Scores:

GPA:

Class Rank:

Method of Handling Admission Fees:

- ☐ Fee waivers requested and approved?
- ☐ Credit card information: _____
- ☐ Applying to schools that do not charge admissions application fees

Application Essay:

- ☐ Essay complete? ☐ Does it promote you? ☐ Is it well written?

Extracurricular Activities:

Work Experience:

Reference 1:

teacher, coach, counselor, employer, etc.

Reference 2:

teacher, coach, counselor, employer, etc.

Student Activity Tracking Card

Name of Student:		
Activity Name	Date Activity Completed	Signature/Stamp Verifying Activity Completion

Student Survey

- Did you think Missouri College Application Week activities were helpful?
☐ Yes ☐ No
- What was your favorite activity? _____
 What was your least favorite activity? _____
- How many admissions applications did you submit? _____
- Before you participated in this event, did you think you would apply to these schools?
☐ Yes ☐ No
- Before Missouri College Application Week, had you previously applied to any colleges or other schools?
☐ Yes ☐ No
- Do you plan to attend other college readiness activities, such as FAFSA Frenzy in the winter of 2015, campus visits, etc.?
☐ Yes ☐ No
- What are your suggestions for next year? _____

Thank you for your time and feedback!

Missouri's Two- and Four-Year Public Schools

Two Years or Less

Public Institution	School Code	App. Fee	Address	City
Applied Technology Services	030686		12721 W. Watson Road	Sunset Hills
Cape Girardeau Career & Technology Center	005532	\$20	1080 S. Silver Springs Road	Cape Girardeau
Carthage R-9 School District—Carthage Technical Center	041522	\$35	609 River St.	Carthage
Cass Career Center	016354		1600 E. Elm St.	Harrisonville
Clinton Technical School	024975	\$100	602 S. 5th St.	Clinton
Columbia Area Career Center	022892	\$75	4203 S. Providence Road	Columbia
Crowder College	002459	\$25	601 Laclede	Neosho
Dallas County Technical Center	030728	\$30	33 Vo-Tech Road	Louisburg
East Central College	008862		1964 Prairie Dell Road	Union
Eldon Career Center	008606		112 S. Pine St.	Eldon
Four Rivers Career Center	020561	\$250	1978 Image Drive	Washington
Franklin Technology Center—MSSU	013568	\$50	3950 E. Newman Road	Joplin
Grand River Technical School	005531	\$50	1200 Fair St.	Chillicothe
Herndon Career Center	031743	\$50	11501 E. 350 Hwy.	Raytown
Hillyard Technical Center	015801	\$50	3434 Faraon St.	St. Joseph
Jefferson College	002468	\$25	1000 Viking Drive	Hillsboro
Kirksville Area Technical Center	014698	\$40	1103 S. Cottage Grove	Kirksville
Lake Career and Technical Center	015986	\$20	Township Road	Camdenton
Lex La-Ray Technical Center	014971	\$25	2323 High School Drive	Lexington
Metropolitan Community College—Kansas City	002484	\$0	3200 Broadway	Kansas City
Mineral Area College	002486	\$15	P.O. Box 1000	Park Hills
Missouri State University—West Plains	031060	\$15	128 Garfield	West Plains
Moberly Area Community College	002491	\$0	101 College Ave.	Moberly
Nevada Regional Technical Center	014134	\$65	900 W. Ashland	Nevada
North Central Missouri College	002514	\$20	1301 Main St.	Trenton
Northland Career Center	015451	\$70	1801 Branch St.	Platte City
Northwest Technical School	015450		1515 S. Munn	Maryville
Ozarks Technical Community College	030830	\$0	933 E. Central	Springfield
Pike-Lincoln Technical Center	013785		P.O. Box 38	Eolia
Poplar Bluff Technical Career Center	013683	\$25	3203 Oak Grove Road	Poplar Bluff
Rolla Technical Institute	005429	\$50	1304 E. 10 th St.	Rolla
Saint Louis Community College	002469	\$0	300 S. Broadway	St. Louis
Saline County Career Center	015639	\$15	900 W. Vest	Marshall
Sikeston Career and Technology Center	013243	\$75	1002 Virginia St.	Sikeston
South Central Career Center	005424	\$35	610 E. Olden	West Plains
St. Charles Community College	017027	\$10	4601 Mid Rivers Mall Drive	Cottleville
State Fair Community College	007628	\$0	3201 W. 16 th St.	Sedalia
State Technical College of Missouri	004711	\$0	One Technology Drive	Linn
Three Rivers Community College	004713	\$20	2080 Three Rivers Blvd.	Poplar Bluff
Warrensburg Area Career Center	014434	\$150	205 S. Ridge View Drive	Warrensburg
Waynesville Career Center	014833	\$100	400 G.W. Lane	Waynesville

Four Years

Harris-Stowe State University	002466	\$20	3026 Laclede Ave.	St. Louis
Lincoln University	002479	\$20	820 Chestnut St.	Jefferson City
Missouri Southern State University	002488	\$25	3950 E. Newman Road	Joplin
Missouri State University—Springfield	002503	\$35	901 S. National	Springfield
Missouri University of Science and Technology	002517	\$50	1870 Miner Cr G-1 Parker Hall	Rolla
Missouri Western State University	002490	\$0	4525 Downs Drive	St. Joseph
Northwest Missouri State University	002496	\$0	273 Admin. Bldg/800 University Ave.	Maryville
Southeast Missouri State University	002501	\$30	One University Plaza	Cape Girardeau
Truman Medical Center School of Nurse Anesthesia	005445	\$100	2301 Holmes St.	Kansas City
Truman State University	002495	\$0	100 E. Normal	Kirksville
University of Central Missouri	002454	\$30	1100 Ward Edwards Bldg.	Warrensburg
University of Missouri—Columbia	002516	\$50	11 Jesse Hall	Columbia
University of Missouri—Kansas City	002518	\$35	5100 Rockhill Road	Kansas City
University of Missouri—St. Louis	002519	\$35	8001 Natural Bridge Road	St. Louis

Missouri's Two- and Four-Year Private Schools

	Private Institution	School Code	App. Fee	Address	City
Two Years or Less	Mercy Hospital Springfield School of Radiologic Technology	004413		1235 E. Cherokee	Springfield
	Southeast Missouri Hospital College of Nursing and Health Sciences	030709	\$100	2001 William St.	Cape Girardeau
	Texas County Technical Institute	035793	\$50	6915 S. Highway 63	Houston
	Victory Trade School	041303		1715 N. Boonville Ave.	Springfield
	Wentworth Military Academy and Junior College	002522		1800 Washington Ave.	Lexington
Four Years	A.T. Still University of Health Sciences	G02477	\$195	800 W. Jefferson	Kirksville
	Aquinas Institute of Theology	G01632	\$50	23 S. Spring Ave.	St. Louis
	Assemblies of God Theological Seminary	G12120	\$75	1435 N. Glenstone Ave.	Springfield
	Avila College	002449	\$0	11901 Wornall Road	Kansas City
	Baptist Bible College	013208	\$40	628 E. Kearney	Springfield
	Barnes Jewish College Goldfarb School of Nursing	006389	\$50	4483 Duncan	St. Louis
	Calvary Bible College and Theological Seminary	002450	\$25	15800 Calvary Road	Kansas City
	Central Christian College of the Bible	014619	\$50	911 E. Urbandale Drive	Moberly
	Central Methodist University	002453	\$20	411 Central Methodist Square	Fayette
	City Vision College	041191	\$25	712 E. 31 st St.	Kansas City
	College of the Ozarks	002500	\$0	1 Industrial Place	Point Lookout
	Columbia College	002456	\$35	1001 Rogers St.	Columbia
	Conception Seminary College	002467	\$0	Hwy 136 E. County Rd V V	Conception
	Concordia Seminary	G02457	\$50	801 Seminary Place	St. Louis
	Cottey College	002458	\$20	1000 W. Austin	Nevada
	Covenant Theological Seminary	G04707	\$50	900 N. Benton	St. Louis
	Cox College	013877	\$45	1423 N. Jefferson	Springfield
	Culver-Stockton College	002460	\$0	475 E. Lockwood Ave.	Canton
	Drury University	002461	\$50	1111 N. Glenstone	Springfield
	Eden Theological Seminary	G02462	\$40	6800 Wydown Blvd.	St. Louis
	Evangel University	002463	\$25	2885 W. Battlefield Road	Springfield
	Fontbonne University	002464	\$25	1401 W. Truman Road	St. Louis
	Forest Institute of Professional Psychology	G21642	\$50	2800 Palmyra Road	Springfield
	Graceland University	186601	\$50	4415 Warwick Blvd	Independence
	Hannibal-Lagrange University	009089	\$25	1750 Independence Blvd.	Hannibal
	Kansas City Art Institute	002473	\$45	5200 Glennon Drive	Kansas City
	Kansas City University of Medicine and Biosciences	G02474	\$50	3801 S. National Ave.	Kansas City
	Kenrick Glennon Seminary	002476		209 S. kingshighway	St. Louis
	Lester E. Cox Medical Center School of Medical Technology	N/A		1851 Schoettler Road P.O. Box 1065	Springfield
	Lindenwood University	002480	\$30	650 Maryville University Drive	St. Charles
	Logan University	004703	\$50	5001 N. Oak St.	Chesterfield
	Maryville University of St. Louis	002482	\$35	One College Park Drive	St. Louis
	Midwestern Baptist Theological Seminary	002485	\$25	500 E. College	Kansas City
	Missouri Baptist University	007540	\$30	1700 E. Meyer Blvd.	St. Louis
	Missouri Valley College	002489	\$15	1111 N. Main	Marshall
	Nazarene Theological Seminary	G02494	\$25	8700 NW River Park Drive	Kansas City
	Ozark Christian College	015569	\$30	1700 E. Meyer Blvd.	Joplin
	Park University	002498	\$25	1111 N. Main	Parkville
	Ranken Technical College	012500	\$95	4431 Finney	St. Louis
	Rockhurst University	002499	\$0	1100 Rockhurst Road	Kansas City
	Saint Louis Christian College	012580	\$25	1360 Grandview Drive	Florissant
	Saint Louis University	002506	\$25	221 No Grand Blvd.	St. Louis
	Saint Luke's College of Health Sciences	009782	\$35	8320 Ward Parkway Suite 300	Kansas City
	Southwest Baptist University	002502	\$30	1600 University Ave.	Bolivar
	St. Louis College of Pharmacy	002504	\$50	4588 Parkview Place	St. Louis
	Stephens College	002512	\$100	1200 E. Broadway	Columbia
	Urshan Graduate School of Theology	G41461	\$25	704 Howdershell Road	Florissant
	Washington University in St. Louis	002520	\$75	1 Brookings Drive Campus Box 1041	St. Louis
	Webster University	002521	\$35	470 E. Lockwood	St. Louis
	Westminster College	002523	\$0	501 Westminster Ave.	Fulton
	William Jewell College	002524	\$0	500 College St.	Liberty
	William Woods University	002525	\$0	One University Ave.	Fulton

Sample College Bingo Card

B	I	N	G	O

Sample College Bingo Card

B	I	N	G	O

MCAW FAQs

What type of organization can be a site for the Missouri College Application Week program?

Because MCAW activities largely take place during the school day, sites must be high schools. Because MCAW does take a significant amount of effort, it is important that the school has a demonstrated commitment to preparing students for postsecondary education. A participating high school may choose to select an internal person to act as their site coordinator, such as a guidance counselor, or may work with a college access organization serving as their site coordinator. Missouri has many college access organizations such as Missouri College Advising Corps, College Summit, College Bound of St. Louis, PrepKC and more. Many of these organizations work directly within high schools helping students prepare for college, and MCAW can be an ideal program to help strengthen those existing efforts.

What types of students does MCAW target?

The program is mainly focused on helping high school seniors who would be the first in their families to attend college. These students are often referred to as “first generation” students. MCAW also seeks to help low-income students. However, it is important to remember that MCAW activities are intended for ALL high school seniors, and the MCAW ideal is to have 100 percent of all of a participating high school’s seniors take part in at least one MCAW activity.

Should I require students to sign up for specific MCAW activities beforehand? This would help me better anticipate the numbers of students and thus plan for the appropriate numbers of computer lab spaces needed, volunteers, and other logistics.

The national College Application Week program strongly discourages requiring students to sign up for specific activities beforehand. This practice is likely to discourage or prevent target audiences from participating.

Can volunteers promote their colleges, organizations or businesses?

As you recruit volunteers, be sure everyone involved with MCAW activities understands that the program is NOT a recruitment opportunity for individual colleges and postsecondary institutions. Volunteers from local colleges and universities are welcome and can serve as experts regarding college admission processes – but they do need to be aware that they may be helping students to apply to any of the thousands of postsecondary schools nationwide. Additionally, volunteers may wear a specific college’s t-shirt, such as one from their alma mater, but they should refrain from promoting that school.

Some MCAW activities, such as showing the film *First Generation*, may cost the hosting school. Can those costs be passed along to students? For instance, could my school charge each student a dollar or two to attend the film screening?

No. However, site coordinators may solicit local businesses to sponsor their MCAW activities by paying for a screening of *First Generation*, donating prizes to be used in drawings or contests, providing refreshments during some MCAW activities, and more.



Certificate of Appreciation

is awarded to

for service to the 2014 Missouri College Application Week

